

LEO BURNETT U.S.A.

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PLAYERS LIGHTS 25's

FREE
LOTTO PERSONAL COMPUTER!

With an extra 50 in every carton, you're always a winner with Players Lights 25's.



Free with three carton purchase of Players Lights 25's.

Now, picking lottery numbers can be fun instead of frustrating. Just press the Players Lights 25's big red button and your Lotto Computer will select a set of random numbers for your favorite lottery game. The world's biggest computer couldn't do a better job. Play Pick 3 and Pick 4 daily games, all double-digit games and any state or country's lottery games. A powerful microchip makes the choice from millions and millions of possible combinations. Also, it's a perfect gift for any lottery player. The compact size fits in a pocket or purse and is great for on-the-spot playing. Normally a \$25.00 value, the Players Lights 25's Lotto Personal Computer* is free with three carton proofs of purchase. See the order form below.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

Mfr's suggested pricing based on full price packs.

King: 10 mg "tar," 0.8 mg nicotine - 100's; 12 mg "tar," 0.9 mg nicotine av. per cigarette by FTC method.

*Lotto Personal Computer is a trademark of Lottericks, Ltd. U.S. Patent No. 291082

<p>PLAYERS LIGHTS 25's</p> <p>SAVE \$3.00 ON A CARTON!</p> <p><input type="checkbox"/> Please send my FREE Lotto Computer (no additional charge) (LPC) inside every carton of Players Lights 25's daily smoke.</p> <p><input type="checkbox"/> Free enclosed \$25.00 check or money order instead of LPC device.</p> <p>Send order to: Players Lights 25's Lotto Computer P.O. Box 10000 Hempstead, NY 11740</p> <p>Barcode: 28200 5528 7</p>	<p>PLAYERS LIGHTS 25's</p> <p>LOTTO COMPUTER OFFER!</p> <p>Send my Lotto Computer to:</p> <p>Name: _____</p> <p>Address: _____</p> <p>City: _____</p> <p>State: _____ Zip: _____</p> <p><small>*Offer good while supply lasts. Please allow 4-6 weeks for delivery. Subject to participation in this offer. Supply may vary. No cash value. © 1998 Lottericks, Ltd.</small></p>
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